



TOBACCO TAX REVENUE AND QUILTS PROJECTIONS AT VARIOUS LEVELS OF TAX INCREASE

Cigarette tax increase per pack	New cigarette tax rate per pack	Additional new state revenue (Millions)	Percentage increase in total price per pack of cigarettes	Percentage decrease in youth smoking ¹	Youth smoker declines from increase	Percentage decrease in adult smoking ²	Adult smoker declines from increase	Total smoker declines from increase	Equivalent percentage increase in OTP tax ³	New OTP tax revenue (Millions)	Total new tax revenue (Millions)
\$0.605	\$1.300	\$22.19	13.72%	7.37%	1,274	2.74%	5,463	6,736	50.41%	\$2.09	\$19.80
\$0.855	\$1.550	\$32.63	19.27%	12.53%	1,789	3.85%	7,675	9,464	94.46%	\$3.91	\$36.54
\$0.955	\$1.650	\$36.89	21.54%	14.00%	2,000	4.31%	8,578	10,578	107.05%	\$4.43	\$41.32
\$1.005	\$1.700	\$39.02	22.68%	14.74%	2,105	4.54%	9,029	11,134	113.34%	\$4.69	\$43.71
\$1.305	\$2.000	\$52.01	29.59%	19.23%	2,747	5.92%	11,783	14,530	151.76%	\$6.28	\$58.30

1. Projections are based on research findings that each 10% cigarette price increase reduces youth smoking rates by 6.5%. Note – 7.9% or 13,200 of Utah youth grades 9-12 currently smoke.
2. Projections are based on research findings that each 10% cigarette price increase reduces adult smoking rates by 2.0%. Note – 11.7% or 205,700 of Utah adults 18 years old or older currently smoke.
3. Equivalent increase in tax on other tobacco products (OTPs) is necessary to curtail smokers from substituting OTPs for cigarettes as a result of price increase for cigarettes.

THE UTAH ALLIANCE FOR TOBACCO-FREE LIVING

American Cancer Society • American Cancer Society Cancer Action Network • AARP-Utah • American Heart Association • American Lung Association • Association for Utah Community Health Campaign for Tobacco-Free Kids • Coalition for Tobacco-Free Utah • Huntsman Cancer Institute • Rocky Mountain Candlelighters for Childhood Cancer • United Way of Salt Lake
Utah Association of Local Health Departments • Utah Cancer Action Network • Utah Health Policy Project • Utah Medical Association • Utah PTA